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DES Environmental Leadership Initiative
Encouraging Superior Environmental Performance Through Management Systems,
Recognition, and Rewards

Minutes of Stakeholder Meeting

Wednesday, February 6, 2008

2:00 – 4:00PM

29 Hazen Drive, Concord, NH

Room 112

Meeting Purpose: a) Update on *Aspiring Leaders* program.
b) Tier 2 – *Leaders* – Progress so far.
c) Update and discussion on other aspects of grant program.

Attendees:

Michael Bruss	Bruss Construction
Eileen Chabot	NH Adjutant General's Dept. (National Guard)
Mary Collins	NH Small Business Development Center
Robert Fox	US Postal Service
D. Dickinson Henry	Jordan Institute
Linda Landis	PSNH
Andrea O'Brien	NH Small Business Development Center
Bob Minicucci	NH DES (recorder)
Vince Perelli	NH DES
Sharon Yergeau	NH DES

Record of the meeting:

A. Tier 1, *Aspiring Leaders*

The December 19, 2007 press conference by the Governor introducing *Aspiring Leaders* was described and pictures passed around. The Union Leader and NH Business Review gave us some press.

Aspiring Leaders is now open for business. We have five applications in hand, and DES is working with them to establish what projects they'll take on as part of their membership. It was suggested that all energy measures should be converted to BTUs to allow cross-comparison.

Recruitment of new members was discussed. DES has a list of the applicants to Business NH Magazine's "Lean & Green" awards, but may be precluded from using that as a marketing tool until after the awards banquet on 3/25. The preferred recruitment mechanism may be a letter from DES ("You have been recommended to...") with follow-up phone calls.

After a discussion of having a meeting to pitch *Aspiring Leaders* to prospective members, it was recommended that we see if we can participate in Chamber of Commerce meetings around the state.

We should request that BIA, Carbon Coalition, etc., place a link to www.des.nh.gov/eli onto their websites. The new local energy committees were mentioned as a good resource.

The issue of how to get non-profits, who are doing wonderful things with their own operations, was discussed. We will need to make sure our language does not fall into being too specific to manufacturing.

The idea of marketing to specific industry sector came up. This would allow: focus; metrics to allow benchmarking within the sector and; focus of environmental results into priority areas such as development. Other benefits mentioned were the ability to benchmark performance across a sector, and mobilizing the power of competition.

B. Tier 2 Leaders.

The *Leaders* tier has been defined as equivalent to EPA's Performance Track program (www.epa.gov/performance-track), however, unlike Performance Track, *Leaders* would include site visits prior to program entry to verify that the applicant does indeed behave as indicated in their application. DES is currently discussing internally what the nature of these visits might be. There is some sentiment within DES's enforcement programs that this visit could be a full inspection; this idea was met with some consternation by those present. Discussion points included:

- This is a 'gold seal' program, applicants should be ready to be visited or inspected;
- A third-party program could do the site visits;
- The appropriate timing that would allow a past inspection to meet this need for a pre-entry visit (five years? one year?);
- The need for consistency among all applicants;
- Pressures on DES staff time.

After discussion, the consensus of those present was a recommendation that all applicants receive an on-site assessment, which would not necessarily be an "inspection", unless there had been an appropriate inspection within 12 months of the date of application. (*Recorder's note:* by "appropriate", I am thinking that an underground storage tank inspection of a Title V air permittee would not meet this test, but a full RCRA inspection probably would. Some judgment is called for.) Discussions within DES will continue. A meeting with inspection staff has been scheduled to inform them on the Environmental Leadership Initiative and to hear their concerns.

C. Other topics.

Mary Collins of the SBDC brought the director of UNH's MBA program to meet with Tom Kelley, Director of the University's Sustainability Office. Among their topics was how the Whittemore School of UNH, or UNH as a corporate entity, could apply for *Aspiring Leaders*.

The Whittemore School has informally committed to include sustainability topics into a core course of their MBA curriculum. They are also very interested in having their students do their required project work at our members' facilities – an exciting prospect.

DES has received a proposal from the NH Small Business Development Center (SBDC) to augment SBDC's existing training programs to improve management skills for small businesses. We'll be proceeding through the process of getting Governor and Executive Council approval. Minicucci spoke about the program at a meeting of SBDC's Advisory Board on January 25.

There was a fair amount of discussion at this meeting of how to get educational or non-profit facilities into the ELI program. The Environmental Leadership Initiative is built around the concept of management systems, and while the language these systems are described in seems to fit manufacturing best, and the manufacturing sector has adopted them most visibly, the concepts apply to all. There are at least two 'facilities' in NH registered to ISO 14001: the Balsams resort in Dixville; and the Center of NH in Manchester. Discussion on this topic is sure to continue; the possibility of an additional tier of the program was raised in discussing the non-profits (SPNHF, AMC, Audubon, etc.).

There was some discussion of metrics, coming out of the sector/competition thoughts mentioned above. For non-manufacturing facilities, converting all energy measurements to kBtus/square foot and using that as a benchmark was recommended.

The activity, or lack of, in the financial sector work group was questioned. Mr. Henry is very interested in pursuing this, which DES supports, but it is not entirely clear just what is to be done. Minicucci distributed a copy of a UN Environment Programme report evaluating the financial performance of investing for sustainability, which concludes that there is at least no penalty for such investment strategies. Mr. Henry's organization, The Jordan Institute, is working to establish new financial instruments that would specifically address energy efficiency and/or renewable energy and other environmental issues.

A training session for state agency people on environmental management systems that had been scheduled for January 14 was postponed due to weather to April 7.

Next Steps:

DES will begin marketing *Aspiring Leaders*, and work out the appropriate projects with applicants.

Details of the *Leaders* tier are to be finalized.

Meetings of this Stakeholder Steering Committee are tentatively scheduled for May 7, August 25, and November 25, 2007, all at 2:00 PM.

Conclusion:

Thank you all very much for your time and interest. Remember, we can come and speak to your group if you think that would be useful. If you have any comments or questions, please do not hesitate to contact me at 603-271-2941 or at RMINICUCCI@DES.STATE.NH.US.

Sincerely,



Robert P. Minicucci II, PE
Special Projects Manager
Department of Environmental Services